

Message Text

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ACTION EB-07

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FM AMEMBASSY ACCRA

TO SECSTATE WASHDC PRIORITY 6154

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INFO AMEMBASSY LAGOS

UNCLAS ACCRA 0404

LAGOS FOR AGATT

EO 11652 NA

TAGS: BEXP GH

SUB: COMMERCIAL PRESENCE FAIR PROGRAM

REF: (A) STATE 279299, 12/21/74 (B) ACCRA A-103, 11/14/74(NOTAL)
(C) ACCRA 5897, 10/25/74 (NOTAL) (C) ACCRA 0368

1. EMBASSY RECOMMENDS SUPPORT UNDER THE COMMERCIAL PRESENCE FAIR PROGRAM OF THIRD GHANA INTERNATIONAL TRADE FAIR, SCHEDULED TO BE HELD FEBRUARY 1-15, 1976 AT THE EXISTING TRADE FAIR SITE IN ACCRA. THE FAIR, WHOSE THEME IS "FOOD FOR THE MILLIONS," WILL EMPHASIZE AGRICULTURAL MACHINERY AND IMPLEMENTS, FERTILIZER, FERTILIZER PLANTS AND STORAGE, BUT PROMOTION OF UNRELATED PRODUCTS AND SERVICES IS POSSIBLE. EMBASSY EXPECTS MAJOR WESTERN EUROPEAN AND EASTERN BLOC COUNTRIES AND POSSIBLY JAPAN TO PARTICIPATE IN FAIR.

2. QUERY OF U.S. FIRMS IN ACCRA INDICATED ABOUT 6 TENTATIVELY INTERESTED IN PARTICIPATION. IF WASHINGTON APPROVES OFFICIAL PARTICIPATION EMBASSY WILL PROCEED TO CANVASS LARGE NUMBER OF FIRMS AND TRADE ASSOCIATIONS, AND OF COURSE HOPES FOR USDOC FOLLOW-UP.

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3. USDA PARTICIPATION IN FAIR AND HELP WITH RECRUITMENT
ESSENTIAL.

4. AMBASSADOR FULLY COMMITTED TO SUPPORT U.S. PRESENCE
FAIR.

5. USIS WILL SUPPORT LOCALLY (PR SUPPORT, FILM SHOWS,
TV TAPES, ETC) AND ACTIVELY PARTICIPATE PROVIDED
SUITABLE USIA TRAVELING EXHIBIT CAN BE TIMED FOR SHOWING
IN GHANA DURING FEBRUARY, 1976. IN THIS REGARD THE
AGENCY IS REQUESTED TO REVIEW ITS EXHIBIT PLANS TO
ASCERTAIN WHAT EXHIBIT OR EXHIBITS MIGHT BE MADE
AVAILABLE. THIRD GHANAIAAN TRADE FAIR MAY ALSO OFFER
APPROPRIATE PLATFORM TO CALL ATTENTION TO U.S.
BI-CENTENNIAL.

6. USDOC-SPONSORED AGRICULTURAL AND TIMBER EQUIPMENT
CATALOG SHOW TENTATIVELY PLANNED FOR EARLY 1976 (STATE
A-6673, 8/22/74 AND STATE A-7923, 10/18/74) COULD
COMPLEMENT U.S. PAVILION AT FAIR. EMBASSY DOES NOT,
HOWEVER, SUPPORT CATALOG SHOW AT THAT TIME IN
LIEU OF OR AS PRIMARY ASPECT OF U.S. PAVILION.

7,. THERE IS A SUBSTANTIAL MARKET IN GHANA FOR
AGRICULTURAL EQUIPMENT, PARTICULARLY TRACTORS AND
RETATED FARM MACHINERY, GRAIN STORAGE EQUIPMENT, AND
PUMPS FOR IRRIGATION PROJECTS. ATTAINING SELF-SUFFICIENCY
IN AGRICULTURE IS THE TOP GOG PRIORITY. HOWEVER,
EXHIBITORS ENTER THE FAIR AT THEIR OWN RISK SINCE IT IS
NOT CERTAIN THAT THE GOG WILL BE ABLE TO PROVIDE FOREIGN
EXCHANGE AND IMPORT LICENSES IN 1976 TO COVER FAIR-
GENERATED PURCHASES.

8. THE IMPORTANCE ATTACHED BY THE GOG TO U.S. PARTICIPATION
IS INDICATED IN THE FACT THAT ON JAN 7 THE AMBASSADOR WAS
PERSONALLY SUMMONED TO RECEIVE AN AID MEMOIRE TO THAT
EFFECT.
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